Mercury Marine named 2013 Wisconsin Manufacturer of the Year

Fond du Lac-based company honored for second time

MILWAUKEE, Wis. (Feb. 27, 2014) – Mercury Marine, the world leader in marine propulsion and technology, was named 2013 Wisconsin Manufacturer of the Year on Thursday in Milwaukee.

Wisconsin Manufacturer of the Year Awards are presented annually by Wisconsin Manufacturers and Commerce (WMC) to leading Wisconsin-based manufacturers that produce world-class products and create employment opportunities in their communities. Mercury Marine took top honors in the Mega category, which recognizes companies with more than 750 employees. Mercury employs 5,400 people worldwide, with 3,100 employees in Wisconsin.

“We’re extremely honored to be named Manufacturer of the Year,” said Mark Schwabero, president of Mercury Marine. “The award is
a testament to the efforts and commitment of Mercury employees over the past 75 years, and our relentless determination to position Mercury as the world’s leading manufacturer of marine propulsion systems. Our values-based culture makes Mercury an integral part of the fabric of many Wisconsin families and communities.”

Mercury Marine is the largest division of Brunswick Corporation and the world’s leading developer and manufacturer of commercial and recreational marine propulsion systems. Mercury has manufactured more than 11 million boat engines during its 75-year history, and its global sales in 2013 totaled $2.1 billion.

Mercury Marine was founded in 1939 by engineer Carl Kiekhaefer in Cedarburg, Wis., expanding to Fond du Lac, Wis., in 1946. Mercury designs and produces innovative, cutting-edge products and processes that create the best boating experience.

Mercury focuses on providing a safe and state-of-the-art workplace, and adheres strongly to a philosophy of supporting the communities in which its employees work and live. Those employees dedicate significant time and financial resources to ensure that the needs of local citizens are met and their communities prosper.

Mercury Marine, which also was named Wisconsin Manufacturer of the Year in 2006, is celebrating its 75th anniversary in 2014.

“Mercury will continue to innovate and build products that appeal to our customers,” Schwabero said. “Our success and continued growth has been made possible by the dedication and support of our employees, suppliers, dealers and the communities in which we work. The Mercury name has been synonymous with excellence in the marine industry for 75 years, and we will continue to produce at the highest level now and in the future.”

About Mercury Marine
Headquartered in Fond du Lac, Wis., Mercury Marine is the world’s leading manufacturer of recreational marine propulsion engines. A $2 billion division of Brunswick Corporation (NYSE: BC), Mercury provides engines, boats, services and parts for recreational, commercial and government marine applications, empowering boaters with products that are easy to use, extremely reliable and backed by the most dedicated customer support in the world. Mercury’s industry-leading brand portfolio includes Mercury and Mariner outboard engines; Mercury MerCruiser sterndrive and inboard packages; MotorGuide trolling motors; Mercury propellers; Mercury inflatable boats; Mercury SmartCraft electronics; Attwood marine parts; Land ‘N Sea marine parts distribution; and Mercury and Quicksilver parts and oils. More information is available at mercurymarine.com.

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